



Simpli Namdhari's organises

'The Big Biryani Panduga' in Hyderabad

19 July, 2023

Our Bureau, Bengaluru

Simpli Namdhari's, the leading 100% vegetarian omnichannel retailer, made history in the city by organising 'The Big Biryani Festival' at its Banjara Hills store. This unique initiative marks the first-ever vegetarian biryani festival by a food retailer in Hyderabad, with a strong focus on giving back to the community.

For this, Simpli Namdhari's cooked over 100 kg of veg biryani, prepared by their talented in-house chef, and distributed it to more than 500 children in local orphanages. The aim was to bring smiles to their faces and provide them with a delicious meal.

“We at Namdhari's have always believed in giving back to the community we work with. We believe in inclusive growth and that includes the growth of the community we are involved in. The Great Biryani Festival by Simpli Namdhari's and its outreach to orphanages in Hyderabad is an extension of our goal to engage local communities wherever we do business,” said Hema L, head of brand marketing, Simpli Namdhari's.

In addition to their philanthropic endeavours, Simpli Namdhari's had delightful surprises for their customers. The first 100 customers who made purchases worth Rs 999 or more were treated to free biryani. Expressing gratitude to their loyal customers, Simpli Namdhari's also sent packed boxes of biryani to their top 100 customers through 100 delivery boys, appreciating their continued support over the past three months at the Banjara Hills store

. "Our veg biryani is immensely popular among the residents of Hyderabad. It has become one of the highest-selling food items in our Simpli Namdhari's experience store at Banjara Hills. The Great Biryani Panduga not only showcases our philanthropic intentions but also demonstrates our commitment to listening to our customers' needs and providing them with exceptional experiences. Since our launch in Hyderabad earlier this year, we have built a strong base of loyal customers, and we wanted to show our appreciation to them while creating memorable shopping experiences for both new and potential customers," Hema said.

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Simpli Namdhari's hosts 'The Big Biryani Festival' in Hyderabad's Banjara Hills store

[NewsDesk](#)



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vegetarian biryani festival by a food retailer in Hyderabad, with a strong focus on giving back to the community.

To spread joy and make a positive impact, Simpli Namdhari's cooked over 100 kg of veg biryani, prepared by their talented in-house chef, and distributed it to more than 500 children in local orphanages. The aim was to bring smiles to their faces and provide them with a delicious meal.

Hema L, Head of Brand Marketing, Simpli Namdhari's, said, "We at Namdhari's have always believed in giving back to the community we work with. We believe in inclusive growth and that includes the growth of the community we are involved in. The Great Biryani Festival by Simpli Namdhari's and its outreach to orphanages in Hyderabad is an extension of our goal to engage local communities wherever we do business."

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our appreciation to them while creating memorable shopping experiences for both new and potential customers,” Hema explained.

With a deep dedication to community outreach, Simpli Namdhari's invites all Hyderabad residents to join in the celebration of 'The Big Biryani Panduga' and Choose Goodness.

Namdhari Seeds gets NABL

accreditation for seed health testing

August 03, 2023 at 03:48 PM.

Mangaluru, August 3

The accreditation is under the category of 'Testing laboratories in accordance with ISO/ IEC 17025 - General Requirements for the Competence of Testing and Calibration Laboratories'

Gurmukh Roopra, CEO, Namdhari's Group

Namdhari Seeds Pvt Ltd (NSPL) has said its laboratories based in Bengaluru have been awarded NABL accreditation in accordance with ISO/IEC 17025:2017 by the National Accreditation Board for Testing and Calibration Laboratories (NABL).

**The accreditation is under the category of
'Testing laboratories in accordance with ISO/ IEC
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of Testing.**



Namdhari Seeds Pvt. Ltd
Receives Prestigious NABL
Accreditation for Seed Health Testing
August 7, 2023

Leads the Way as One of Only Three Seed Health Laboratories Accredited in India

Bangalore: Namdhari Seeds Pvt. Ltd (NSPL), a renowned leader in the seed industry, is thrilled to announce that its state-of-the-art laboratories based in Bangalore have been awarded NABL Accreditation in accordance with ISO/IEC 17025:2017 by the National Accreditation Board for Testing & Calibration Laboratories (NABL). NABL, a constituent board of Quality Council of India under the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, provides third-party assessment of technical competence for testing laboratories. The accreditation is under the category of 'Testing

laboratories in accordance with ISO/ IEC 17025 – General Requirements for the Competence of Testing and Calibration Laboratories.'

Gurmukh Roopra, CEO of Namdhari's Group stated "We are incredibly proud to receive the prestigious NABL accreditation for our laboratory divisions. This achievement reinforces our commitment to delivering the highest quality seeds to our customers. Being recognized as one of the first Seed Health Testing labs in India to receive accreditation for testing the deadliest plant pathogen, the 'Tomato Brown Rugose Fruit Virus,' demonstrates our dedication to cutting-edge research and maintaining the highest standards in the industry."

The scope of accreditation in Seed Health includes testing for pathogens such as Tobacco Mosaic Virus (TMV), Tomato Mosaic Virus (ToMV), Pepper Mild Mottle Virus (PMMoV), Tomato Brown Rugose Fruit Virus (ToBRFv), Cucumber Green Mottle Mosaic virus (CGMMV), Squash Mosaic

Virus (SqMV), and Xanthomonas spp. NSPL follows 100% ISTA and ISHI-Veg protocols for testing all pathogens included in the scope. Additionally, the Molecular Biology and Quality Checking (QC) lab has been accredited for Genetic Purity analysis (GPA), DNA fingerprinting, Germination, Physical Purity (PP), and moisture content tests in numerous crops.

“Receiving the NABL Accreditation is a testament to the hard work and dedication of our team of experts. The journey to align our testing processes with NABL requirements was challenging, but our commitment to quality and continuous improvement drove us forward. This accreditation will further boost our operational control and mitigate risks, ultimately ensuring that our customers receive reliable and accurately tested products.” said Sameer Sawant, President (Seeds Business), Namdhari Seeds.

Benefits of NABL Accreditation:

Global Recognition: NABL's Mutual Recognition Arrangements (MRA) with ILAC and APAC facilitate global acceptance of test/calibration reports, reducing technical barriers to trade.

Confidence in Testing Reports: International recognition builds confidence in the testing process and product quality among customers.

Robust Quality Management System: Accreditation establishes a robust quality management system, reducing errors, inefficiency, and costs.

Continual Improvement: NABL's traceability, accountability, impartiality, and competency requirements trigger continual improvement in the organization.

Government and Regulatory Acceptance:
NABL accreditation is recognized and accepted by various government bodies and regulators in India.

Enhanced Customer Confidence:
Accreditation increases customer confidence and satisfaction, potentially leading to increased business opportunities.

Namdhari Seeds Pvt. Ltd is now better equipped than ever to provide its customers with the finest quality seeds through its trustworthy, reliable, and NABL-recognized laboratories.

Hype around organic farming diminishing globally:

Namdhari's Group CEO

'Organic farming, led by France and followed by other geographies, including India, is now receding rapidly. 'Organic' is a misused word today; there is no way of testing a produce to know whether it is organic or not...'

August 14, 2023 - Bengaluru

I don't think organic farming is sustainable and organic produce will always be limited because of the premium pricing and low-yield cultivation, says Gurmukh Roopra, CEO, Namdhari's Group.

Fervor for organic cultivation of vegetables, fruits and other food crops seemed to have declined around the globe as going organic is

simply not sustainable in any geography, including in India, said Gurmukh Roopra, CEO, Namdhari's Group that grows and retails fresh fruits and vegetables.

“Organic farming started, got momentum and became a big wave globally, but the movement has been quickly receding in the last some years as it continues to be unsustainable,” Mr. Roopra told The Hindu.

In France, a country which has been a strong advocate of organic products, the focus on organic cultivation has significantly reduced. In Western and other parts of Europe, organic- farming activities have been declining rapidly, he observed.

“I don't think organic farming is sustainable and organic produce will always be limited because of the premium pricing and low-yield cultivation,” Mr. Roopra added.

Today, if somebody said chilies were grown organically, one should not believe it because it is a difficult crop to grow in this country without any crop management, he observed.

“So, organic chilly in India is a myth. We have really misused the word ‘organic.’ Also, we have no way of testing a tomato, chilly or vegetable that claims to be organic. The only test available is a residue test to know whether the produce has a chemical residue or not and how safe it is to eat,” he elaborated.

However, he added, it was possible for farmers to focus on low MRs (mutation rates) or residue-free agriculture and horticulture produce. “Why not use conventional agriculture, to produce residue-free produce, through using good cropping patterns and world-class crop management, rather than chasing the unviable organic farming?” he wondered.

Under residue-free farming, farmers use organically-derived biocides and biofertilizers to protect crops and augment their growth and also to reduce MRs, through which the DNA sequence changes in a living organism

According to Mr. Roopra, the country has some 400 million farmers of which only 4 to 5 million are certified as organic farmers. Yields from organic farming are about 20-25% less. "Imagine if all 400 million became organic farmers, where will productivity come from? Then, I think we should be ready for another famine."

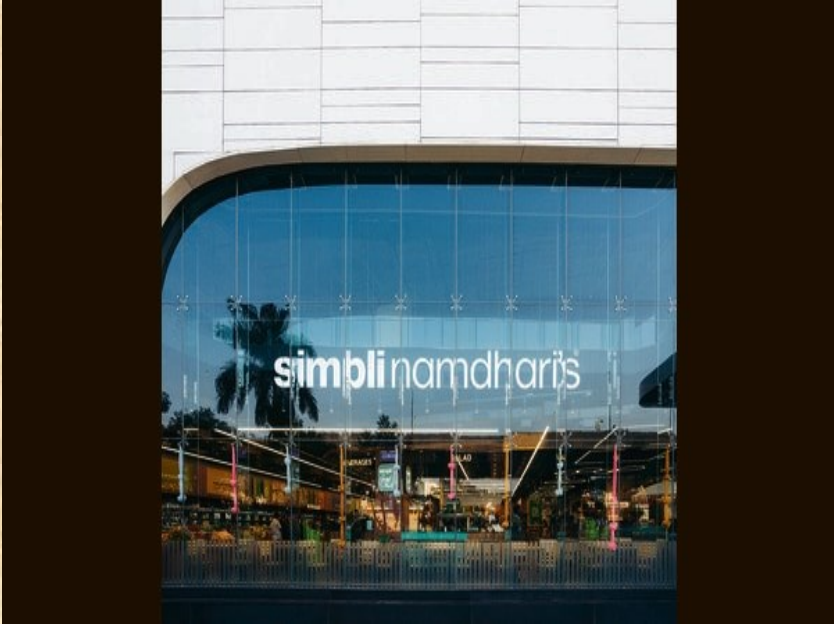
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Namdhari's eyes up to \$30 mn for expansion

18 Aug 2023,

[Suneera Tandon](#)

Premium grocery retail chain Namdhari's Agro Fresh Pvt. Ltd is looking to raise between \$20 million and \$30 million as it looks to scale beyond South India.



The retailer was engaged in talks with Walmart-backed Flipkart for a possible acquisition.

New Delhi: Premium grocery retail chain Namdhari's Agro Fresh Pvt. Ltd is looking to raise between \$20 million and \$30 million as it looks to scale beyond South India.

Meanwhile, increasing competition from quick-commerce firms and online grocery delivery

platforms is also prompting retailers like Bengaluru-based Namdhari's to boost investments in their brand and scale operations.

"Initially, \$20 million to \$30 million is the amount that will help us look beyond the south, at least in the first phase. We've also just entered Hyderabad to understand what a regional play would look like. We are hoping to pick up maybe some strategic partnerships, whether it's through any of the strategic players already in the industry or some financial partners, so we can take our business beyond the south. We are engaging in conversations to look at either of those options—whether it's a strategic partner or a financial partner," said Gurmukh Roopra, chief executive of Namdhari's.

The retailer was engaged in talks with Walmart-backed Flipkart for a possible acquisition. However, the talks did not materialize.

The Namdhari's Group started out as a grower of fruits and fresh produce in the 1970s. Today, it operates as a contract producer of seeds used by over 500,000 farmers, with a large agribusiness. In the early 2000s, the group ventured into the retail business, selling fresh produce from its farm in stores. The first Namdhari's Fresh store was launched in 2001, while Simpli Namdhari's was launched in 2019. The stores sell a range of fresh produce, dairy products, staples and other fast-moving consumer goods.

"Retail is capital intensive, especially the front-end part, so it makes sense to join hands with somebody to at least build out the front end. The back-end part isn't really a challenge because we already have a presence in seed sales and access to a land bank between the south and the western part of the country," Roopra said.

Namdhari's currently has a small regional play with 27 stores—most of which are in

Bengaluru. It recently entered Hyderabad with a single Simpli Namdhari's store. The retailer will focus on expanding the large-format Simpli stores. "We feel slightly larger stores give a better experience and help us stock wider assortments," Roopra said. The company will add 8 to 10 stores in the next 12 months with more Simpli formats in the pipeline.

The share of modern retail in overall retail of daily goods and staples in India is still small compared to the dominance of kirana stores.

Meanwhile, new online formats such as quick commerce have emerged, too, posing significant challenges to incumbents. The pandemic also altered consumer habits, leading to greater adoption of online retail.

Roopra said this has led to a greater "overlap" between offline and online shoppers. "Omnichannel presence for an organization like

ours is probably a business requirement and not really an option," he said. The proliferation of online platforms, backed by private equity funds, has caused "collateral damage" for existing retailers in the market, he said.

"For us, it's about being more resilient and sharp in terms of our focus, but for sure, it has eroded a lot of opportunistic businesses that we have with our customers. As a result, we've focused more on being a bit more of an experience store," he added.

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